

Chapter II

The Language Style in Promoting Grand Mercure hotel Bandung

In this chapter, the writer will present the discussion about the supporting theories and previous study that relates to the language style, classification of language style, the function of language style, the definition of brochure, the functions of brochure, definition of advertising, the language style in advertisement and the language in advertising.

2.1 Language Style

Language style is the way of speaking/writing depending on circumstances of doing that, person (or people) to whom you are speaking or writing. Chaika (192: 29) states that language style is the way people use the language in communication, it can be written or oral language. In human life, language is considered as one of important thing that related to man with himself or man with sociality. Beside, language style can be one of tools for readers to affirm the material. Furthermore, Keraf (1991:113) said that language style has poetic elements to make sure the readers. The use of language style can give a soul (spirit of life) about difficulties of terms that have a lot of meaning with simple explanation without getting loss its meaning. Language style actually refers to the selection of linguistics form to convey social or artistic effects. Style also acts as a set of instruction. In doing communication people usually use formal or informal language which depend on the situation they are communicating with others.

Style is the way how people convey ideas or messages. It is easier to receive ideas or messages if we have known the condition and style used by the speaker or author. It means that how the way of speaker or author delivers his or her ideas or messages in formal or informal occasion: seriously, ironically, or humorously style. Meanwhile, Romane (1994: 74) argues that styles not only do some of the same linguistic features in pattern of both regional and social dialect differential but they also display correlations with other social factors. From Romane statement above, it is clear that style displays the correlation between social factors and the language that is used by the society. It means that the society can predict what the style that they will use in their communication.

2.1.1 The Classifications of Language Style

The language style used in upper-class environment is different to the style used in the lower-class environment. The environment also refers to the other stratification, such as age, gender, and other social status. According to Schneider in Wellek, Rene, and Austin (1956: 179) state that the variation of style depends on the environment at which the message is presented. Thus, from the statement above, we can clarify that the use of language style depends on the environment and also the social status. Romaine (1994: 75) has a same opinion, she states that style can change from formal to informal depending on social context, relationship of the participants, social class, sex, age, physical environment, and topic. Although each class has a different average scores in each style, all groups

style shift in the same direction in their more formal speech, that is in the direction of the standard language.

Comes from Yule (1986: 190) who argues that in taking communication, people should be care with the social background of the speakers according to class, education, occupation, age, sex, and a number of other social patterns. From the statements above, it is clear that language style is inseparable with the social background that will influence the language style used by the speaker.

Furthermore, the use of language style depends on context of the civilization as stated by Wormuth (1981: 10) that the style refers to the way in which language is used in a given context, by the given person for a given purpose and so on. And Boas in Landar (1966: 135) states that when languages are in contact, borrowing of linguistic elements often takes place. Controversies have arisen and persisted about whether and to what extent phonemes, morphemes, or grammatical rules can be borrowed or diffused from one language to other language.

Joos in Chaer and Agustina (1995: 92) divides variety of language into five styles, they are; frozen style, formal style, consultative style, casual style, and intimate style.

1. Frozen Style

Frozen style is the most formal language style. It is used in the special occasions or formal ceremonies. In the written text, it can be a document of history, laws etc. this style of communication rarely or never changes. It is “frozen” in time and content.

Example: the Pledge of Allegiance, the Lord's Prayer, the Preamble of the Constitution, the Alma Mater, a bibliographic reference, and laws.

2. Formal Style

Formal style is the formal language style that commonly used in formal speech, official meeting, formal meeting of directors in some organization, etc. this language is used in formal settings and is one-way in nature. This use of language usually follows a commonly accepted format. It is usually impersonal and formal.

Example: sermons, rhetorical statements and questions, speeches, pronouncements made by judges and announcements.

3. Consultative Style

Consultative style is the operational language style that is usually used in school, factory, and corporate meeting. It is formal and societal expectations accompany the users of this speech. It is a professional discourse.

Example: communication between a superior and a subordinate, doctor and patient, lawyer and client, lawyer and judge, teacher and student, marketing and client, counselor and client.

4. Casual Style

Casual style is the casual language variety in conversation, recreation, sport, etc. This is an informal language used by peers and friends. Slang, vulgarities and colloquialism are normal. This is “group language” one must be a member to engage in this register.

Example: buddies, chats and emails, blogs, letters to friends.

5. Intimate Style

Intimate style is the language variety which is used among family or friends. The language is commonly used in incomplete sentences and does not emphasize on the articulation. This happens because there is an understanding among the speaker and listener here. It means that we can find the special term used in communication. This communication is private, it is reserved for close family members, or intimate people.

Example: husband and wife, boyfriend and girlfriend, siblings, parent and children.

2.1.2 The Function of Language Style

Chaika (1982: 31) states that the speaker gives a great deal of information about themselves just by the word, grammar, and pronunciation they choose both unconsciously and consciously. This information reveals to the hearer such things as the speaker’s social background such as educational background and regional

affiliation. The style markers of a particular social group or region may be deliberately used for other purposes.

It means that using the language style must determine the purpose of communication. One of them is use to get the message, because in a society, there are so many people who have different characteristics. So, the use of style is expected without distributing others either partially or personally.

Meanwhile, other opinions come from Trudgill (1974: 14), he states the two aspects of language behaviors are very important from a social point a view: first, the function of language in establishing social relationship; and second, the role-played by language in conveying information about the speaker. From what Trudgill (1974: 14) said, it describes clearly that both those aspects of linguistic behaviors are the reflection of the fact that there is a close inter-relationship between language and society.

However, Trudgill (1974: 24) states that the speakers are aware of the social significance of pronunciation and their attitudes towards it are favorable because of their social attitudes. In the same case, like what Chaika (1982: 29) states the function of language style is to convey social or artistic effect. It means that the language styles can be very important factor in group identification, group solidarity and the signaling of differences, and when a group is under attack from outside, signals of difference may become more important are exaggerated.

Furthermore, Badiah (1994) defines the functions of language styles as;

1. To increase the reader's taste

Language style increases what the readers willing to follow and what is being said by the writer. It will raise the reader's opinion about what the writer's messages that expressed in his or her text and also what purposes going to be communicated by the writer. For example in poem, how the writer is used the suitable words to mix a romantic combination of poem that pictured about love. Thus, the listener or reader will taste the language that is used by the writer touches their sense.

2. To persuade the reader

Language style makes the reader feel sure and trustful toward what is being said by the writer. The writer or speaker asks the reader or listener attractively by using rhetoric language. For example, the politicians who attract many masses use the language that makes them sure and trustful.

3. To add the artistic effect of the idea being offered by the writer

One of the functions of language style contributes to the artistic effect. It will make the reader or listener enjoys and attracts, example: the language in literary works, such as poem, drama, novel, etc.

4. To make the writer's idea clearer

Every writer wants the reader to understand and catch the messages and ideas that are carried by the text. Thus, the writer should use the correct

and certain word and language style to make his or her messages and ideas clearly transferred to the reader.

5. To create certain mood

The language style that is used by the writer influences the reader in the case of creating the mood. It can also influence about the listener or reader's feeling or thought. So, how the speaker or writer uses the language style in their communication, it consequently will create certain mood.

So, the function of language styles referring to the statements above are to tell the hearer or reader how they act to the messages given by the speaker or author seriously, humorously, as sarcasm, happy or sadly, or in some other ways. The other function is to control for one style that must be chosen, in order to control the speaker or author in delivering the messages thus, the reader or hearer should understand the messages.

2.2 The Definition of Brochure

The brochure is one of the best ways to present the company. There are tri-fold brochures to advertise a new product or service that the company offers, or there are bi-fold folders that are to present the company projects outside or inside it. There are different brochure types, and every type has a different way to be design. The criterion adopted to design a bi-fold brochure to present the company projects for internal use would be different from the one for external use. A well design brochure is the best way to introduce the company to attract the customers.

2.2.1 The Functions of Brochure

The brochure is used by major companies and small companies in the process of growing. The brochure it's a very affordable investment, and it will be giving benefits as well on the advertising campaign. The company will be seen as a consolidated one if it has a well design and language style. If the brochure made it well then the customers will be interest with the brochure and it will improve the profits once it is distributed.

A brochure has two functions:

1. Informative function: a brochure is usually used to inform a potential customers with regards to the company. This information is related to the company presentation, a new product or service that the company offers, ora recent change in the company name, etc.
2. Advertising function: a brochure is really important as an advertising tool, which attractively allows to promote the company brochures. If this criterion (sometimes called concept) is unified in all the brochure types, it will make the company to be recognized automatically. It will give the company prestige and credibility. It is important for the company brochure not only have a "concept", but also to have a well language style and well design.

These two function should have an interaction. The brochure should be the result of that interaction, otherwise it won't be effective. Maybe one of those stands out more than the others, but this shouldn't affect the brochure design. For example, if the company launches a new product and decides to have a brochure

designed for this launch, the function that will stand out on the brochure would be the advertising one, even though the brochure could have information regarding the product and at the same time represent the company. In conclusion, the brochure could be used as advertising because advertising brochure has a benefit to attract the customers.

2.3 Advertisement

There are many definitions of advertising given by experts. Weilbacher (1984: 16) says that advertising consist of media messages paid for and signed by a business firm or institution that wishes to increase the probability that those reached by these messages will behave or believes as the advertiser wishes them to behave or believe.

According to Gaw (1961: 9) says that advertising is a tool for selling ideas, goods, or service to a group; it employs paid space or uses vehicle to carry its message that does not disguise or hide the identity of the advertiser or his relationship to the sales effort.

Advertising also tells the consumer what specific product, brand or service should do when it is used and thus helps him or her to understand and evaluate experience with the products and services that he or she uses.

2.3.1 The Language in Advertisement

The language in advertisement is different from the language used in daily life. The difference exists because when the advertiser makes advertising, he is attempting to change the viewer's behavior. The language used in advertisements is usually clear, communicative, interesting and convicting (Umam, 2002: 23).

Therefore, Whittier (1958: 52) argues the language used in advertisement should be creative, interested, informative, and persuasive. Creative means that the words used have to illustrate and arrange with different ways, such as contain of a jargon, hyperbole, personification, metaphor or good diction. Moreover to be creative advertisement have own style in producing their message.

From the vocabulary advertisement has several features as follow:

- a) The advertisement commonly use Compound words: these occur as hyphenated words, such as 'competitively-priced'.
- b) Use of adjectives: adjectives are used to an unusually high degree, e.g. Shinning, luxury, elegant, smooth. Adjectives are important in advertising for they are used to add prestige and desirability for the consumer.
- c) Use the imperative: often in advertisements the imperative form of the verb is used, where we are told to do something, e.g. 'try the...' 'see your dealer', 'call your State Distributor'.

- d) Use of repetition: advertisements tend to repeat words or ideas.

Something repeated frequently is more likely to be remembered. Most often it is the brand name of the product, or some word associated with it.

- e) Slogans: Most advertisements use a catchphrase or slogan which becomes associated with the product such: 'Nike. Just do it'.

From the sentence structure the advertisement used simple, compound, complex, or incomplete sentence.

- a. Simple sentences: sentence with a subject and a verb or a subject, verb and an object.

For example: The cat slept on the mat.

- b. Or in some cases advertisement used compound sentences: two or more simple sentences joined together by a conjunction (a joining word).

For example: The cat slept and the mouse ate.

- c. Next, in Complex sentences advertisement have a subordinate clause.

Example: The cat, which was very old, slept.

- d. Minor sentences: these are used in advertising because information is put across to the consumer in very brief manner. The minor sentence does not have a verb.

Example: A cool mint gel.

- e. Incomplete sentences are a group of words without a noun.

Example: Help!

2.3.2 The Language Style in Advertisement

Wells (1995:435) argues that language in advertisement has a creative concept to present a message to the reader or the audience. In addition, an advertisements as a tool of selling a product. It should offer an object to the society using many styles of language to get successful in business aspect. The style refers to the way in which language is used in a given context, by given person for a given purpose and so on.

According to Wormuth (1981:10) using variation of style depends on the environment in which the message is presented; the language style used in upper-class environment is different from the style used for the lower-class environment. The environment also refers to the stratification, such as age, gender, and other social status.

To sell a product, advertisement has varieties concept or style in presenting its message, which contributes to the successful of advertisement purpose. The creative concept of advertisement language brings the idea to life. Since effective advertisement is built on strategy, it is important to understand how different strategy effect creative perception of the reader.

Wells (1995:435-441) states that there are several styles of advertisement formulas the message. These include hard sell, soft sell, lecture, and drama,

straightforward, demonstrations, comparison, problem solution, slice of life, and spokesperson.

1. Hard Sell

Hard sell is rational informational message that is designed to touch the mind and to create a response based on logic. The approach of this style is direct and emphasizes tangible product features, facilities and benefits. Hard-sell message try to convince the consumer to buy because the product is very good, better, or best.

Example: "Jakarta Learning Center *had a best quality and quantity instructor* for learning English better with indoor class inside the mall of Indonesia."

2. Soft Sell

Soft sell use an emotional message and it is designed around an image intended to touch the heart and to create a response based on feeling and attitude. The message present with subtle, intriguing, and ambiguous illustrates how advertisement sell moods and dreams more than product feature. Hard sell style is clearly more persuasive than soft sell. Sometime hard and soft sell style come together.

Example: "Fashion brand Aura Cantik recently released *a new fragrance exhibits a floral and sensual scent in the dry down, voluptuous warmness and intense character*. The fragrance is intended for a multiform and multifaceted contemporary woman *to suit the different moods she experience in everyday life*."

3. Lecture and Drama

Most advertising use a combination of two basic literary techniques such as lecture and drama. Lecture is a serious structured instruction given verbally by a teacher. A drama is a story or play built around characters in some situation. Lectures are a form of direct address. Stylistically, the speaker addresses the audience from the television or written page. The audience receives the message "at the distance" the speaker presents evidence (broadly speaking) and employs such technique as an argument to persuade the audience.

Example: "Surrounded by *Bandung main tourism attractions in Lembang area, Floating Market Lembang is an ideal starting point to explore the tourism in Lembang* with the most green and village vibes."

4. Straightforward

In a straightforward factual message, the advertiser usually conveys information without using any gimmicks or embellishments. In other words, in this style of advertisement, the messages are more rational rather than emotional.

Example: "*One Direction concert, 25 March 2015 at Gelora Bung Karno*"

5. The Demonstration

The demonstration style is the way of delivering an idea or message which is focused on how to use the product or what it can do for you. The product strengths take center stage. In demonstration, people are persuaded to believe what has been said by the advertiser. Moreover, in presenting the messages, the speaker speaks

loudly, and enthusiasm as if what has been speak is fact and true. Demonstrations can be very persuasive technique.

Example: “Delight in our *culinary sky resort style with local dishes and western menu at Teras Daun’s dining room*, savour *the finest Chinese cuisine at Gobuka Ramen and Teppan fine dining*, have a romantic good time with signature drinks at Laurens Lounge to relax and unwind beside the sparkling pool.”

6. The Problem-Solution

The problem-solution also known as the product-as-hero technique, the message begins with some problem and the product is presented as solution to that problem. This style is common technique which is used by advertiser to make their product advertised run smoother.

Example: “Get the body you’re after. *Burn fat and enhance muscle* definition with a free bottle of Hydroxycut. *Boost metabolism, Increases energy, and initiates strength thermogenesis.*”

7. The Slice of Life

The slice of life is an elaborate version of a problems-solution message presented in the form of a little drama. It uses some commonplace situation with “typical people” talking about the problems. It puts the audience in the position of overhearing where the problems is stated and resolved.

Example: “*Brittany has lost weight 25 pounds in only 2 weeks!* She clinically proven fast weight lost and rapidly melts away belly fat by using herbal Quinn.”

8. The Spokesperson

Using the person to speak on behalf of product is another popular message technique. Spokesperson and endorses are believed to build credibility. They are celebrities we admire, expert we respect, or someone “just like us” who advice might seek out.

Example: “The *celebrity Kylie Jenner make an endorsement* by post the product about make-up at Instagram app.”

9. Comparison

Comparison is the way of advertisement conveys the ideas or message by comparing certain product to other product. It contrast two or more products and usually finds the advertisers brand to be superior. The comparison can be direct, in which the competitor mentioned, or indirect way, which just a reference to other leading brands.

Example: “*Orange Willy juice is more delicious than the other orange juice* with lowest vitamin *selling by market in foursquare*. Go get one!”